## IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS

IN RE: HAIR RELAXER MARKETING, SALES PRACTICES, AND PRODUCTS LIABILITY LITIGATION	MDL No. 3060 Master Docket Case No. 1:23-cv-00818 Honorable Mary M. Rowland	
Mary A. Williams,		
v.  Revlon Consumer Products Corporation; Revlon Group Holdings LLC; Revlon, Inc.; L'Oréal USA, Inc.; L'Oréal USA Products, Inc.; AFAM Concept, Inc. d/b/a JF Labs, Inc.; Strength of Nature, LLC; Godrej SON Holdings, Inc.; McBride Research Laboratories, Inc.; and SoftSheen-Carson LLC.	SHORT-FORM COMPLAINT AND JURY DEMAND Civil Action No. 1:23-cv-08426	
1. Plaintiff Mary A. Williams (hereinafter, "Plaintiff") incorporates by reference Plaintiffs' Master Long Form Complaint in <i>In Re: Hair Relaxer Marketing, Sales Practices and</i>		

- Products Liability Litigation, MDL 3060, filed as of May 15, 2023, as Document Number 106.
- 2. Plaintiff files this Complaint pursuant to CMO No. 2 and is to be bound by the rights, protections and privileges, and obligations of that CMO and other Orders of the Court. Further, in accordance with CMO No. 2, Plaintiff(s) hereby designate(s) the United States District Court for the Northern District of Illinois as Plaintiff's designated venue ("Original Venue"). Plaintiff makes this selection based upon one (or more) of the following factors (please check the appropriate box(es)):

Plaintiff currently resides in	(City/State);
Plaintiff purchased and used Defendant(s)' products in (City/State);	

	The Original Venue is a judicial district in which Defendant resides, and all defendants are residents of the State in which the district is located (28 U.S.C. § 1391(b)(1)).
	The Original Venue is a judicial district in which a substantial part of the events or omissions giving rise to the claim occurred, specifically (28 U.S.C. § 1391(b)(2)): Acts and/or omissions of at least one defendant occurred in the judicial district.
	There is no district in which an action may otherwise be brought under 28 U.S.C. § 1391, and the Original Venue is a judicial district in which Defendant AFAM Concept, Inc. d/b/a JF Labs, Inc., among othersm, is subject to the Court's personal jurisdiction with respect to this action (28 U.S.C. § 1391(b)(3)).
⊠ 1367(a 1334.	Other reason (please explain): Supplemental Jurisdiction Under 28 U.S.C. § a) – Supplemental to Jurisdiction Over Revlon Claims Under 28 U.S.C §§ 157 and

- 3. For purposes of diversity jurisdiction, Plaintiff is a citizen of Georgia.
- 4. Plaintiff is suing the following Defendants, and for purposes of diversity, whose State of Incorporation/Formation and Principal Place of Business is as follows:

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
$\boxtimes$	AFAM Concept, Inc. d/b/a JF Labs, Inc.	Illinois	Illinois
	Avlon Industries	Illinois	Illinois
	Beauty Bell Enterprises LLC f/k/a House of Cheatham, Inc.	Georgia	Georgia
	Dabur International Ltd.	Isle of Man	Dubai
	Dabur International USA Ltd.	India	Illinois
	Dermoviva Skin Essentials, Inc.	Delaware	New Jersey
$\boxtimes$	Godrej SON Holdings, Inc.	Georgia	Georgia
	House of Cheatham LLC	Delaware	Georgia
$\boxtimes$	L'Oréal USA, Inc.	Delaware	New York
$\boxtimes$	L'Oréal USA Products, Inc.	Delaware	New York

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
	Luster Products, Inc.	Illinois	Illinois
$\boxtimes$	McBride Research Laboratories, Inc.	Georgia	Georgia
	Namaste Laboratories LLC	Illinois	Illinois
$\boxtimes$	Revlon Consumer Products Corporation	Delaware	New York
$\boxtimes$	Revlon Group Holdings LLC	Delaware	Delaware
$\boxtimes$	Revlon, Inc.	Delaware	New York
$\boxtimes$	SoftSheen-Carson LLC	New York	New York
$\boxtimes$	Strength of Nature, LLC	Georgia	Georgia
	Other (Please identify):		
	Other (Please identify):		
	Other (Please identify):		

## CASE SPECIFIC FACTS REGARDING HAIR RELAXER PRODUCT USE AND INJURIES

- 5. Upon information and belief, Plaintiff began using hair relaxer products on or about the following date: 1968 and stopped using hair relaxer products on or about the following date: 2021.
- 6. Upon information and belief, Plaintiff used the following hair relaxer products, which Plaintiff contends caused and/or contributed to their injuries and brings claims against the following Defendants:

<u>Defendant</u>	Product List (Select All Applicable Products)
AFAM Concept, Inc. d/b/a JF Labs, Inc.	Hawaiian Silky - Crème Conditioning No Lye Silky Smooth Sheen Relaxer
	☐ Hawaiian Silky - Herbal No Lye Conditioning Relaxer System with Tea

<u>Defendant</u>	Product List (Select All Applicable Products)
	Tree & Avocado Oil - 2 Applications
	☐ Vitale - Olive Oil Anti-Breakage Relaxer No Base with Shea Butter -
	Regular Strength
	☐ Vitale Pro - New Texture Salon Exclusive Hair Relaxer
	☐ Vitale Mo'Body - Shea Butter Sensitive Scalp Relaxer with Oatmeal
	Protein
	☐ Vitale - Life and Body - Hair Relaxer with Aloe Vera - Smooth Silky
	Texture
	Other (please specify):
Avlon Industries, Inc.	☐ Affirm Crème Relaxer
	☐ Affirm Sensitive Scalp Relaxer
	☐ Affirm Dry & Itchy Scalp Relaxer
	☐ Affirm FiberGuard Conditioning Crème Relaxer
	☐ Affirm FiberGuard Sensitive Scalp Conditioning Relaxer
	Other (please specify):
	_ 0 1111 (1-1111)/
Beauty Bell	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
Enterprises, LLC	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
f/k/a House of Cheatham, Inc.	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with
Ollowing 2220	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer
	System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System
	☐ Texture My Way Men's Texturizing Kit
	☐ Texture My Way Women's Texturizing & Softening System
	☐ Other (please specify):
House of Cheatham,	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
<u>LLC</u>	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with
	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer
	System
	Organics by Africa's Best Kids Organic Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System

<b>Defendant</b>	Product List (Select All Applicable Products)	
	☐ Texture My Way Men's Texturizing Kit	
	☐ Texture My Way Women's Texturizing & Softening System	
	Other (please specify):	
L'Oréal USA, Inc./	☐ Dark and Lovely Beautiful Beginnings No-Mistake Smooth Relaxer	
L'Oréal USA Products, Inc./	☐ Dark and Lovely Beautiful Beginnings No Mistake Curl Softener	
SoftSheen-Carson	☐ Dark and Lovely Healthy Gloss 5 Shea Moisture No Lye Relaxer	
LLC	☐ Dark and Lovely Triple Nourished Silkening Relaxer	
	☐ Optimum Salon Haircare Defy Breakage No-Lye Relaxer	
	Optimum Salon Haircare Amla Legend Relaxer	
	☐ Optimum Care Bodifying Relaxer	
	☐ Optimum Multi-Mineral Reduced pH Crème Relaxer	
	⊠ Bantu No Base Relaxer	
	☐ Ultra Precise No-Lye Conditioning Relaxer	
	☐ Mizani Butter Blend Relaxer	
	☐ Mizani Butter Blend Sensitive Scalp Relaxer	
	☐ Mizani Butterblend Prosolvent Relaxer	
	☐ Mizani Classic Relaxer	
	☐ Mizani Sensitive Scalp Relaxer	
	☐ Care Free Curl – Cold Wave Chemical Rearranger Super Strength	
	☐ Look of Radiance Permanent Crème Relaxer Kit	
	☐ Other (please specify): Mizani Hair Relaxer Medium/Normal and	
	Mizani Hair Relaxer Fine/Color-Treated; Dark&Lovely Moisture Plus Hair	
	Relaxer Regular; and Optimum Salon Haircare Defy Breakage No Lye Hair	
	Relaxer Regular with Whipped Oil Moisturizer	
<b>Luster Products</b>	☐ Luster's Pink Oil Moisturizer No-Lye Conditioning Relaxer	
<u>Company</u>	☐ Luster's Pink Oil Moisturizer Short Looks Texturizer	
	☐ Luster's Pink Oil Moisturizer Smooth Touch Relaxer	
	☐ PCJ Kit	
	☐ PCJ No Lye Kit - Adult	
	☐ PCJ No Lye Kit - Children's	
	☐ ShortLooks Colorlaxer Diamond Black	
	☐ ShortLooks Colorlaxer Passion Red	
	☐ ShortLooks Colorlaxer Sable Brown	

<b>Defendant</b>	Product List (Select All Applicable Products)	
	☐ Other (please specify):	
McBride Research Laboratories	☐ Design Essentials Honey Nectar Relaxer Kit - Time Release Regular Strength	
	☐ Design Essentials Sensitive Scalp Relaxer System	
	☐ Design Essentials Regular Conditioning Relaxer	
	☑ Other (please specify): Design Essentials Hydra Strength Regular Hair Relaxer	
Namaste Laboratories	☐ ORS Olive Oil Built-In-Protection No-Lye Relaxer – Full Application	
	☐ ORS Olive Oil No-Mix Salon Formula Crème Relaxer	
	☐ ORS Olive Oil Ultra Nourish Crème Hair Relaxer	
	☐ ORS Olive Oil Built-In-Protection No-Lye Relaxer – New Growth	
	ORS Olive Oil Zone Relaxer – Targeted Touch-Up No-Lye Hair Relaxer	
	☐ ORS Olive Oil Curl Stretching Texturizer	
	☐ ORS Olive Oil Crème on Crème Touch-Up No-Lye Hair Relaxer	
	☐ ORS Olive Oil Mild Touch Relaxer with 60% Lower Chemical	
	☐ ORS Olive Oil Texlax and Stretch Semi-Straightening System	
	☐ ORS Olive Oil Girls Built-In Protection Plus No-Lye Conditioning Hair Relaxer System	
	☐ ORS Olive Oil Girls Soft Curls No-Lye Crème Texture Softening System	
	☐ ORS HAIRepair No-Lye Conditioning Relaxer System with Cuticle Shield	
	☐ ORS Olive Oil Professional No-Lye Relaxer Kit	
	☐ ORS Olive Oil Professional Crème Relaxer	
	☐ Namasté Salon System Triple Emulsion Relaxer	
	☐ Namasté Salon System Crème Relaxer	
	☐ Namasté Salon System Conditioning Sensitive Scalp No-Lye Relaxer	
	☐ Namasté Salon System Crème Relaxer Salon Trial Pack	
	☐ (Other (please specify):	
Revlon, Inc./ Revlon	☐ African Pride – No Lye Relaxer Kit	
Consumer Products Corporation/ Revlon	☐ African Pride – No Base Relaxer	
Group Holdings LLC/	☐ African Pride – Multi Length Texturizer Kit	
Revlon	☐ African Pride – Dream Kids No Lye Relaxer Kit	

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ All Ways Natural – No Lye Conditioning Crème Relaxer Kit
	☐ Arosci Aromaphoric Relaxer System
	☐ Crème Of Nature Relaxer Cream
	☐ Crème Of Nature Relaxer Kit Argan Oil
	☐ Crème of Nature Herbarich Conditioning Crème Relaxer System Kit
	☐ Crème of Nature Herbarich Conditioning Crème Relaxer and
	Texturizing System
	☐ Crème of Nature Herbarich No Base Relaxer
	Crème of Nature No Base Relaxer
	☐ Crème of Nature No Lye Relaxer
	☐ Crème of Nature Sodium Relaxer Kit
	☐ Crème Of Nature Cni No Lye Relaxer
	☐ Crème Of Nature Cni Sunflower & Coconut Oil - Creme
	☐ Crème Of Nature Eden Relaxer
	☐ Fabulaxer No-Lye Relaxer
	☐ Fabulaxer Gro-7
	☐ Revlon Realistic No-Base Relaxer
	☐ Revlon Realistic No Lye Relaxer Kit
	Other (please specify): Creme of Nature PLEX Strengthening Hair Relaxer Regular; New Creme of Nature with Argan Oil Hair Relaxer Super; and New Creme of Nature Nourishing No lye Hair Relaxer Regular
Strength of Nature,	☐ African Pride Olive Miracle Deep Conditioning Crème-on-Crème No
LLC	Lye Relaxer 8 Salon Pack Touch-Ups
	☐ African Pride Olive Miracle Deep Conditioning Curls & Coils
	Texturizer
	☐ African Pride Olive Miracle Deep Conditioning Curls & Coils  Texturizer With Aloe Deep Conditioner
	☐ African Pride Olive Miracle Deep Conditioning No-Lye Relaxer One
	Complete Application
	☐ African Pride Olive Miracle Deep Conditioning No-Lye Relaxer, One Complete Touch-Up
	☐ African Pride Shea Miracle Texture Softening Elongating System
	☐ African Pride Dream Kids Olive Miracle (4) Touch-Up Relaxer Kit
	☐ African Pride Dream Kids Olive Miracle Relaxer
	☐ African Pride Dream Kids Olive Miracle Touch-Up Relaxer Kit

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Dr. Miracle's No Lye Relaxer Kit
	☐ Dr. Miracle's New Growth No-Lye Relaxer Kit
	☐ Elasta QP Normal Relaxer Kit
	☐ Elasta QP Normal Relaxer Kit 2 Applications
	☐ Elasta QP Resistant Relaxer Kit
	☐ Elasta QP Sensitive Scalp Kit 12 Application Economy Pack
	☐ Elasta QP Sensitive Scalp Kit – 4 Applications
	☐ Elasta QP No Base Crème Relaxer
	☐ Elasta QP SOY OYL No-Base Relaxer
	☐ Elasta QP SOY OYL 4 Application Anti-Dryness No Lye Relaxer Kit
	☐ Elasta QP No-Base Relaxer
	☐ Elasta QP Extra Body No-Base Regular Relaxer
	☐ Elasta QP Extra Body No-Base Super Relaxer
	☐ Gentle Treatment No-Lye Relaxer Gray Kit
	☐ Gentle Treatment No-Lye Relaxer
	☐ Just For Me Relaxer 1 Complete Touch Up Relaxer
	☐ Just For Me 4 Application Salon Pack Relaxer
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit with Coil & Curl
	Cream
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit (Super) with Oil Moisturize Lotion
	☐ Just For Me No-Lye Texture Softener System
	☐ Just For Me No-Lye Texture Softener System with Hair & Scalp Butter
	☐ Motions Classic Formula Smooth & Silken Hair Relaxer
	☐ Motions Professional 12-Application Salon Pack
	Motions Silkening Shine No Lye Relaxer Kit
	☐ Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 2 Touch Up Application
	☐ Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 1 Complete
	Touch Up Application
	☐ Profectiv Procision Relaxer Kit Regular
	☐ Profectiv Relax and Refresh Kit Auburn Spice
	☐ Profectiv Relax and Refresh Kit Cherry Fusion
	☐ Profectiv Relax and Refresh Kit Jet Black

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Profectiv Relax and Refresh Kit Mahogany Brown
	☐ Profectiv Relax and Refresh Kit Silky Black
	☐ Pro-Line Comb Thru Texturizer Kit
	☐ SmartPerm No-Lye Anti-Breakage Relaxer System
	☐ SmartPerm No-Lye Anti-Breakage New Growth Relaxer System, Smart Grow Stimulator
	☐ SmartPerm Smart Valu No-Lye Anti-Breakage Relaxer Kit, 4 Applications
	Smart Perm Smart Valu Smart Gro Stimulator New Growth No-Lye Relaxer with GroRehab 4 Applications
	☐ S&B® Botanicals <sup>TM</sup> 2 Application Relaxer
	☐ S&B® Botanicals <sup>TM</sup> No-Mix Texturizer 2-App, with Deep Conditioner
	☐ S&B® Botanicals <sup>TM</sup> No-Mix Texturizer 2-App
	☐ S&B® Botanicals <sup>™</sup> Relaxer 8-Touch Up
	☐ Soft & Beautiful No-Lye Crème Relaxer
	☐ Soft & Beautiful No-Lye Ultimate Conditioning Relaxer System
	☐ TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye Relaxer
	☐ TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye Relaxer, 2 Applications
	☐ TCB No-Base Crème Hair Relaxer with Protein & DNA
	☐ UltraSheen Supreme Conditioning No-Lye Relaxer
	☐ UltraSheen Ultra Moisturizing No-Lye Relaxer
	☐ UltraSheen Ultra Moisturizing No-Lye Relaxer, with Keratin
	☑ Other (please specify): Motions Smooth and Straighten Silkening Shine No Lye Hair Relaxer Regular/Normal; Soft&Beautiful Botanicals Regular; Soft&Beautiful Touchable Healthy Softness Hair Relaxer Regular; Soft&Beautiful Botanicals Sensitive Scalp Hair Relaxer Regular; African Pride Olive Miracle Antibreakage Formula Regular; African Pride Olive Miracle Regular Deep Conditioning (More Conditioning); Gentle Treatments Conditioning Creme Hair Relaxer for Gray Hair; Profectiv Mega Growth Regular Strength Hair Relaxer; and Dr. Miracles Feel It Formula New
	Growth Hair Relaxer

7. Other manufacturer(s)/product(s) used by Plaintiff not identified above: None.

- 8. Plaintiff's use of Defendants hair relaxer products caused serious injuries and damages including but not limited to the following:
  - ☑ Uterine Cancer☐ Endometrial Cancer☐ Ovarian Cancer
- Other injuries and/or additional details (please specify): (a) economic loss for the cost of medical monitoring for the occurrence of disease caused by the use of hair relaxer products, and (b) the direct physical harm to Plaintiff, including the severe disruption of Plaintiff's endocrine system and associated symptoms/impacts to Plaintiff's well-being, caused by the use of hair relaxer products.
- 9. Approximate date of diagnosis (injuries), if applicable at this time, that forms the basis of Plaintiff's claims: On or around September 1, 2021.

## CAUSES OF ACTION AND THEORIES OF RECOVERY ADOPTED AND INCORPORATED IN THIS LAWSUIT

- 10. Plaintiff hereby adopts and incorporates by reference as if set forth fully herein, all common factual allegations contained in paragraphs 1 through 114 of the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060.
- 11. Plaintiff hereby adopts and incorporates by reference as if set forth fully herein, the following Causes of Action and the Prayer for Relief within the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060:
  - ☐ Count I Negligence and/or Gross Negligence
  - ☐ Count II Negligent Misrepresentation

	$\boxtimes$	Count III – Negligence Per Se
	$\boxtimes$	Count IV – Strict Liability: Design Defect
	$\boxtimes$	Count V – Strict Liability: Failure to Warn
	⊠ Particul	Count VI – Breach of Implied Warranty of Merchantability/ Fitness for a ar Use
	⊠ Moss W	Count VII – Breach of Express Warranty under state law and the Magnuson-Varranty Act, 15 U.S.C. § 2301 et seq.
	$\boxtimes$	Count VIII – Fraud/ Fraudulent Misrepresentation
	$\boxtimes$	Count IX – Fraudulent Concealment
	⊠ Decepti	Count $X-U.S.$ State and Territory Statutory Consumer Protection and Unfair or ve Trade Practices Claims
	$\boxtimes$	Count XI – Unjust Enrichment
		Count XII – Wrongful Death
		Count XIII – Survival Action
		Count XIV – Loss of Consortium
	$\boxtimes$	Count XV – Punitive Damages
10-1-3	⊠ 372.	Other Causes of Action: Uniform Deceptive Trade Practices Act Georgia Code §
	12.	Consortium Claim(s) (if applicable): The following individual(s) allege(s)
damages for loss of consortium:		

13. <u>Survival and/or Wrongful Death Claim(s) (if applicable)</u>: The following individual(s) allege(s) damages for survival and/or wrongful death:

## **JURY DEMAND**

Plaintiff demands a trial by jury as to all claims in this action.

Dated: September 11, 2023 RESPECTFULLY SUBMITTED ON BEHALF OF THE PLAINTIFF,

/s/ Andrew D. Bluth

SINGLETON SCHREIBER, LLP 1414 K Street, Suite 470 Sacramento, CA 95814 (916) 256-2312

**Counsel for Plaintiff**